



Public Involvement Plan

I-94 North-South Corridor

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1. Introduction

This public involvement outreach plan addresses communications regarding the I-94 North-South Corridor reconstruction effort with short, medium and long-term goals for all affected publics, local governments, project partners, sponsors and department staff. This plan is intended to be a dynamic document, therefore, additional activities and elements will be added as efforts progress through Preliminary Engineering into Final Design and then construction.

The corridor's construction area extends from the Illinois/Wisconsin state line to the Mitchell Interchange in Milwaukee County (junction with I-43 and I-894), a distance of approximately 35 miles, and will include several interchanges. The corridor also includes the WIS 119 Airport Spur to General Mitchell International Airport in Milwaukee. This area is a primary commerce and tourism route between Chicago, Milwaukee, the Fox Valley and Door County. It also serves growing industrial and residential areas in Kenosha, Racine and southern Milwaukee counties.

Because this effort has not gone through an environmental analysis to identify the preferred alternative, traffic impacts are not known. The Department will be conducting an Environmental Impact Statement analysis for the mainline portion of the corridor to identify a range of alternatives and select, through public input, a preferred alternative to design and construct. The preferred alternative is anticipated to alleviate current traffic congestion, accommodate future traffic volume increases, enhance safety, and allow for the efficient movement of goods and services through the area. The total reconstruction costs for the corridor are expected to range from \$1.4 billion to \$1.6 billion.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) studied southeast Wisconsin's freeway system from 2000 to 2003. The study recommended full reconstruction of the corridor between 2009-2015. While the study recommended additional lanes on I-94, the Wisconsin Department of Transportation (WisDOT) will carefully analyze the costs and benefits to ensure there are opportunities for public involvement on whatever solution is determined.

The strategies identified within this plan will help to educate affected publics about road improvements in a manner that highlights a respect for their feedback and concerns. Deliverables will contain information about construction zones, traffic mitigation, timelines, alternate routes as needed, and a better understanding of the project.

This public involvement outreach plan details goals, target audiences, budget, timeline, and responsible party for each activity and deliverables included in the plan. Because of the complexity of the project, the success of the outreach will hinge on close coordination among staff resources.

Schedule for planning and project development

Over the next several years, WisDOT will conduct engineering and planning work to ensure the I-94 North-South Corridor is rebuilt in a way that meets the needs of the region and alleviates impacts to surrounding areas.



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2005-2008

Preliminary engineering and environmental impact study of the corridor will:

- Define corridor and needs
- Evaluate alternatives, including no-build
- Re-examine and update the 1996 environmental assessment of the I-94 service interchanges in Kenosha and Racine counties
- Identify positive and negative effects of alternatives
- Present a preferred alternative

2009-2010

- Preliminary construction on service interchanges
- Final design, real estate and other preparatory work for interstate and Mitchell Interchange

2011-2016

- Full reconstruction of I-94 and the Mitchell Interchange

2. Purpose and goals of the PI plan

Establish a set of public involvement activities and goals through the start of the environmental analysis, with updates completed as needed. In addition, develop conceptual set of activities to be formally defined during the EIS.

Inventory the corridor for public involvement issues, and develop materials that support the budget request to start the planning phase of this rehabilitation/reconstruction effort.

Make initial PI contacts with stakeholders, provide information about the project scope and schedule, obtain feedback and prepare for the PE/EIS study.

3. Overview of issues

Corridor need:

The I-94 North-South Corridor was first built in the late 1950s and early 1960s. It has pavement needs, safety issues, design deficiencies and traffic congestion concerns that require full reconstruction and redesign. Much of the corridor has been resurfaced three or more times. Additional resurfacings are not cost effective and will not address long-term pavement needs.

Increased traffic:

WisDOT's 2002 traffic counts in the corridor range from a low of 74,400 daily vehicles in Kenosha County to over 143,000 near Grange Avenue in Milwaukee County. Traffic counts have grown steadily in the past years, with Kenosha County seeing the highest growth.

About 1.27 million people, 28,500 businesses and 595,000 jobs are in these three counties combined. About one in six residents, businesses or jobs are in close proximity to the corridor.

Crashes:

An average of 2.2 crashes occur in the corridor each day.



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Outdated design:

Design features along the existing corridor will be addressed as part of this effort. Braided ramps occurring at a few of the interchanges will be unbraided to reflect current design standards and create safer access and egress of the corridor. The Mitchell interchange includes a mix of left and right exits with tight curves on some connections. In addition, the interchange design results in quick merging and weaving vehicles in heavy traffic at 27th Street and airport exits.

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4. Target audiences

The target audiences for this campaign are broad and diverse and can be grouped into six different categories correlating to the communication goals above. Below is a brief definition of each group.

Publics	Residents of the corridor areas affected by the project and within the region.
Businesses	Private agencies, business, and organizations impacted by the project.
Motor carriers	Commercial vehicle operators who use the freeway system in southeastern Wisconsin.
Travelers	Travelers who use the corridor in southeastern Wisconsin.
Stakeholders	Elected officials and agency representatives on a local, county, regional, state, and federal level whose current or future funding support and approvals are important to the corridor.
Partners	Public and private organizations and agencies responsible for operating and implementing initiatives of the project.



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Partners

WisDOT will seek out the support and input of all of its stakeholders. In addition, specific groups will be identified to develop working relationships with. The following is a tentative list of some of these groups, and includes but is not limited to:

- Milwaukee Convention and Visitors Bureau
- General Mitchell International Airport
- Amtrak Corporation
- Kenosha, Racine and Sturtevant Chambers of Commerce
- County Executives along the corridor
- Kenosha and Racine County Highway Commissioners
- Kenosha Mall
- Industrial Parks
- Wisconsin Department of Motor Vehicles
- Wisconsin Division of State Patrol
- Wisconsin Motor Carriers Association
- Minority and Low Income Stakeholder Groups

5. PI staff resources

The following WisDOT employees will be involved in the implementation of the public involvement outreach plan for the I-94 North-South Corridor project.

District 2 staff:

Emlynn Grisar
Aileen Switzer
Crystal DuPont
John Oimoen
Donna Brown
Roberto Gutierrez
Guy Mayer

Central Office and other Districts staff:

Dan Yeh
Barb Underwood
Peg Schmit
Molly Gruett
Jodi Meznarich



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6. Goals, activities and deliverables

The following are the activities and deliverables proposed to support the goals of the I-94 North-South Corridor Public Involvement Outreach Plan.

***Short-term goal (through March 2005)* Inventory the corridor for PI issues and develop tools and information pieces to support the budget request for planning funds**

#	!	Activity or Deliverable	Staff Resource	Status	Timeline
1.	A	Description: Power Point Slide presentation Purpose: inform stakeholders of the corridor and priority needs, support outreach needs and the budget process	Lead staff: Daniel Yeh	Complete	12/31/04
2.	B	Description: fact sheet / leave-behind piece to Purpose: support outreach needs and the budget request, inform stakeholders of the department's efforts regarding the first corridor	Molly Gruett	Complete	12/31/04
3.	C	Description: Create a Web site for the I-94 North-South corridor – to be updated as needed Purpose: provide information about the corridor and PI activities, create an interactive email site for inquiries,	Emlynn Grisar/Molly Gruett/Jodi Meznarich	Complete	Staged and online by 12/31/04
4.	D	Description: Develop a mailing list of corridor stakeholders, local and statewide Purpose: comprehensive database of interested stakeholders for mailing of information	Daniel Yeh	On-going	12/31/04
5.	E	Description: Develop initial inventory of key issues, socio-economic groups and other PI factors for the corridor Purpose: identify initial list of stakeholder groups, create an initial inventory of issues and concerns, identify potential stakeholders for formation of EJ Small Discussion Groups	Crystal DuPont Aileen Switzer	On-going	March 2005
6.	F	Description: Develop PI plan Purpose: develop plan to guide PI activities and outreach	Barb Underwood Aileen Switzer	Complete – ongoing updates	12/31/04
7	G	Description: Review the Frequently Asked Questions paper developed by the SEF team and determine if there are any needed updates Purpose: to prepare SEF team to respond to questions, help develop consistent responses	Dan Yeh		12/31/04
8	H	Description: Coordinate with OPA to develop out-state outreach plan and PowerPoint presentation Purpose: To provide stakeholders outside of the SE region with project information	Aileen Switzer and Dan Yeh		July 2005



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Medium term (March -August 2005) - make initial PI contacts with stakeholders and prepare for the PE/EIS study					
		Activity	Staff Resource	Status	Timeline
1.	A	Description: Using this communications plan to develop a public involvement plan for the PE/EIS study Purpose: define needs for the development of the RFP as well as identify additional PI activities for the PE phase of this effort.	Dan Yeh, Aileen Switzer, Bob Gutierrez	On-going	4/2005 – scope and tasks
2.	B	Description: Establish PI staff involvement in consultant selection process	Donna Brown		4/20/05
3.	C	Description: Using this communications plan develop a public involvement plan for the PE/EIS study Purpose: define needs for the development of the RFP as well as identify additional PI activities for the PE phase of this effort.	Undetermined		3/31/05 – have processes in place
4.	D	Description: Determine options and procedures for non-English translations of PI products Purpose: to identify in-house expertise and needs/opportunities for using outside sources	Crystal DuPont Aileen Switzer Dan Yeh		April 20, 2005
5	E	Description: Continue to update Mailing List Purpose: track stakeholders to receive project information	Dan Yeh Crystal DuPont Linda Thiede	ongoing	3/31/05
6.	F	Description: Create Stakeholder Outreach Tracking Mechanism Purpose: track outreach and meetings scheduled and track comments received – the tracking portion will be documented with the mailing list database when finalized	Aileen Switzer Crystal DuPont		4/20/05
6.	F	Description: Inventory other Mega-corridor PI Activities around the country Purpose: Identify best practices and lessons learned	Barb Underwood		Summer 2005
7.	G	Description: Work with BEES Staff to begin identifying potential DBE goals opportunities for this project and strategies to get information out to stakeholders Purpose: Coordinate BEES and PI activities	Crystal DuPont Aileen Switzer		2005-2016
8	H	Description: Identify opportunities to work with the media - Develop a Media Plan Purpose: Share information and ensure accuracy of reporting of DOT efforts and project status	Aileen Switzer Emlynn Grisar		On-going
9.	I	Description: Develop an EJ analysis methodology to inventory and analyze impacts along the corridor Purpose: Establish methodology for implementation on mainline EIS, Meet Federal requirements, target minority and low income groups for PI activities, analyze potential disproportionate impacts, inform EIS alternatives analysis, and help to focus overall PI Plan	Crystal DuPont Aileen Switzer Emlynn Grisar		Final by May 2005
10.	J	Description: Schedule outreach meetings with stakeholder interests along the corridor Purpose: Provide information, establish one on one relationships with businesses, residents, and stakeholders	Aileen Switzer		2005 - 2016
11	K	Description: Kick Off EJ Small Discussion Groups with 2 stakeholder groups	Crystal DuPont Aileen Switzer		Summer 2005



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			Emlynn Grisar		
12.	L	Description: Begin collecting data for EJ analysis of corridor Purpose: prepare for EIS data needs, and focus PI efforts	Crystal DuPont Aileen Switzer		Summer 2005 - ongoing
13.	M	Description: develop printed materials as needed Purpose: to provide information to stakeholders in the form of leave behind documents	Aileen Switzer Emlynn Grisar		Ongoing
14.	N	Description: Continue to add to and update the Project Website (status of the EIS, schedule for development of Service Interchanges, meetings, historical information, other information) Purpose: to provide timely information to the public and provide a mechanism for people to email questions, comments, concerns and/or their contact information	Dan Yeh, Aileen Switzer, Emlynn Grisar, Lori Radl		On-going

Long term (through 2009) - support all PI activities for the PE/EIS study process

The plan for development of the EIS will guide the PI activities for this phase of the project.

		Activity	Staff Resource	Status	Timeline
1.	A	Description: Hold Kick Off Meeting of Start of EIS Purpose: to get word out to public of the effort and continue to build contacts and stakeholder mailing list	SE Freeways Team		Fall 2005
2.		Description: continue to update mailing list Purpose: continue updates as needed			ongoing
3.	C	Description: Continue to schedule public outreach and Stakeholder meetings Purpose: continue to provide information and obtain feedback on issues and concerns			Ongoing
4.	D	Description: Develop a media plan as part of the PI plan Purpose: identify opportunities to share positive stories with the public			Initial plan 3/31/05 Ongoing effort
5.	E	Description: Implement the EJ plan and provide data and analysis of PI and EJ issues for the development of the EIS Purpose: inform the alternatives analysis development effort			2005-2009
6.	F	Description: Continue to update plan to reflect needs of the SE Freeway team efforts			ongoing



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7. Method of evaluation of PI plan effectiveness

Internal check-in – quarterly (March, July, October, January)

Establish milestones in the plan and conduct check-in

Surveys – conduct with the public at outreach meetings and on our website

Develop clear measurable goals – number of meetings, number of stakeholders added to mailing list, number of inquiries, response time to inquiries